

UNIVERSITY HILL UPDATE

From: Sarah K. Wiebenson
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To: University Hill Stakeholders

Date: Wednesday, April 1, 2015



Survey Results: What Would Bring Non-Students to the Hill Commercial Area More Frequently

Year-round Hill residents were asked this month how often they visit the Hill Commercial Area (HCA), and what kinds of businesses or other improvements would encourage more frequent visits. In partnership with the **University Hill Neighborhood Association (UHNA)**, the **University Hill Commercial Area Management Commission (UHCAMC)** made it a 2015 priority to survey non-student Hill residents to identify steps to make the district more attractive to them. The 60 respondents represented a range of tenures on the Hill, and typically lived within a 10-minute walk; visited once a week (more frequently in the summer); and arrived on foot. To view a summary of the survey results, click [HERE](#). The summary will be forwarded to UHCAMC for their **Wednesday, April 15th** meeting.

Boulder Bands to Perform and Offer 'Teachout' at First Annual HxSW Event

The City's **Office of Arts + Culture** has partnered with **The Hill Boulder** and **The Fox** to present a showcase of Boulder bands that recently performed at the SxSW music festival in Austin, TX. The first-annual "HxSW" on **Saturday, May 16th** will begin with an educational teachout at The Fox, followed by a lineup of acoustic performances at venues throughout the Hill Commercial Area, finishing with a concert at The Fox featuring the SxSW performers. Hill businesses interested in hosting a live performance that evening may contact Jake Hiersteiner with The Fox to be paired up with a local band: jake@z2ent.com

Opportunity to Market Hill Businesses Directly to CU Students

The Hill Boulder has created a coupon book that will be distributed to 7,000+ CU students in August 2015 to encourage patronizing Hill businesses. In partnership with the **CU Office of Off-Campus Housing** and **UHNA**, the books will be distributed to students living in the Hill neighborhoods and will feature only Hill businesses. The coupons will be good for the entire school year, and will also be distributed at the 'Meet + Street' block party event in September. To purchase an ad in the coupon book, click [HERE](#).

Hill Businesses Invited to Set Hill Commercial Area Priorities for 2015-16

At the next meeting of **The Hill Boulder** on **Thursday, April 16th**, Hill businesses are invited to voice their priorities for activities and other efforts to improve the Hill Commercial Area over the upcoming year. The priorities will be incorporated into a letter forwarded to the **City Council** before their Study Session on the Hill Reinvestment Strategy on **Tuesday, May 26th**.

Upcoming Meetings

- April 15th at 9:00 a.m. – **UHCAMC** meeting (Council Chambers, 1777 Broadway)
- April 16th at 9:00 a.m. – **Hill Boulder** meeting (Four Star Realty, 1310 College Ave #310)
- April 18th at 9:00 a.m. – **Hill Commercial Area Cleanup Day** (meetup at The Fox Theater, 1135 13th Street)
- May 26th at 6:30 p.m. – **Council Study Session** on the Hill Reinvestment Strategy (Council Chambers)